the modern trend

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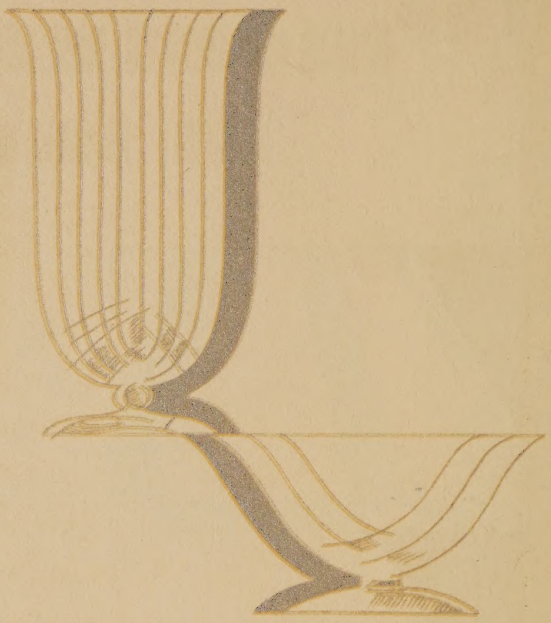
THE MODERN TREND

THIS book is inscribed to the modern American woman, whose intuitive feeling for beauty and gift of self-expression combine to make the American home the envy of the modern world.

The MODERN TREND in THE HOME

WITHIN the past few years, significant changes have taken place inside the four walls of the American home. The principles of interior decoration, once the magic pass-words of experts, are now the common standards by which every home-maker measures her own roof-tree. In background, in equipment, in furnishings and accessories of every description, the mistress of the house insists upon three outstanding qualifications as prime essentials of the proper setting for herself and her family.

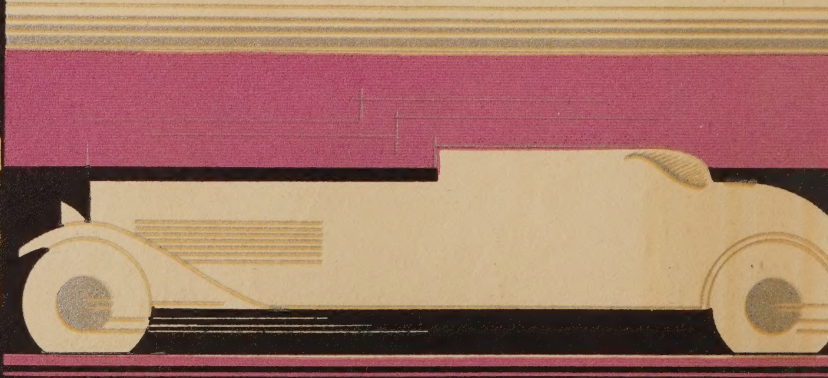
Beauty, Utility and Harmony—these are the three fundamentals which direct the planning and furnishing of the home today.



So, now within the home, the spirit of the age with all its freedom, vitality and color has begun to express itself. Bareness has given way to beauty; severity is softened to simplicity; the merely useful has been made decorative and lovely to look at.

And all these various elements have been combined and brought together in a harmony of artistic effect which is known as modernism.

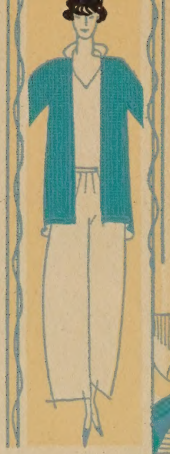
To many, the word modernism formerly was something to be studiously avoided. In their minds, it stood for vivid and strange color schemes, ultra-curious designs, and bizarre effects of every sort.



But those things belonged to the early, experimental days, when artists and designers were feeling their way, trying first one effect and then another in the effort to express certain definite ideas. Today, although modern art has not yet been crystallized into a rigid form, it has attained the dignity of recognized characteristics.

Suitability and practical usefulness are the tenets of the modern designer. And everything that enters into present-day home-decoration reflects the modern feeling for smartness of line, outward simplicity and richness of color. In the design of furniture, floor-coverings, draperies and the arrangements, linens, patterns of china and silver these characteristics have come to be recognized as typical of the modern spirit.

And nowhere perhaps does this simplicity and the elimination of non-essentials appear more conspicuously than in the setting and serving of the meals for family and guests.



breakfast

The appeal to the eye is never more important than at breakfast, that highly significant occasion which sets the tone of the entire day for every member of the family.

Hence the modern home-maker chooses bright colored linens, gayly patterned china, and shining sterling silver for the perfect breakfast background.

A silver grapefruit service, consisting of deep dish and plate to match, and silver dishes for hot foods, add greatly to the decorative effect of the table. The latter are especially useful, since they hold heat longer than do china dishes.

Flat silver is laid with the knife, cereal and fruit spoons at the right of the service plates; forks are placed at the left. The butter spreader is laid on the edge of the bread and butter plate, parallel with the other pieces of flat silver.

luncheon

The modern flair for color gives the luncheon table its cue, and offers the opportunity for many individual and original table settings.

The lovely tints available today in glassware—those delicate shades of rose, green, blue, amber, mulberry and all the rest—make it possible to carry out any desired color scheme straight through the most elaborately planned meal.

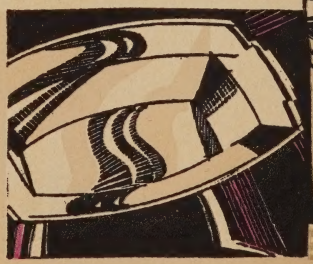
Appropriate sterling silver for the company luncheon consists of a centerpiece for the flowers and whatever small dishes may be required for bonbons or nuts. Tall sterling silver salt and pepper shakers are correct on the luncheon table.

Only enough flat silver to carry through the salad course is laid with the covers, knife and bouillon spoon being placed at the right of the service plate, with meat and salad forks at the left. Dessert and coffee silver are provided with those courses.

TEA, set to music in a smart hotel and decorated with plants and flowers, is a pleasant and festive occasion. But tea, by one's own fireside, with one's own gleaming sterling silver service and eggshell-thin china, is the perfect setting for intimate feminine chit-chat.

In comes the tea-wagon, with silver teapot, sugar bowl and creamer on top, flanked by the silver tea caddy and strainer. Cups and spoons may also stand on the top tray, or they may be placed on the lower shelf of the tea-wagon, in company with the plates, napkins, sandwiches and cakes.

The hostess trims each cup before passing it, laying the spoon on the saucer. If saucers are dispensed with, and the cup set directly on the plate, the spoon is placed on the plate with the napkin.



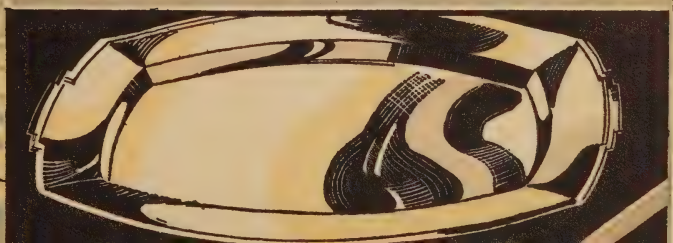
The FORMAL DINNER

On this formal occasion the dinner table is set with corresponding dignity.

Four sterling silver candlesticks stand at the corners of the centerpiece, and compote dishes of silver, glass or china are placed at appropriate intervals.

Meat knife, soup spoon and oyster fork are laid at the right of the service plate, with meat and fish forks at the left. The salad fork and dessert spoon are laid with their courses.

Sterling Silver goblets add an exceedingly distinguished touch and are very appropriate.



BRIDGE

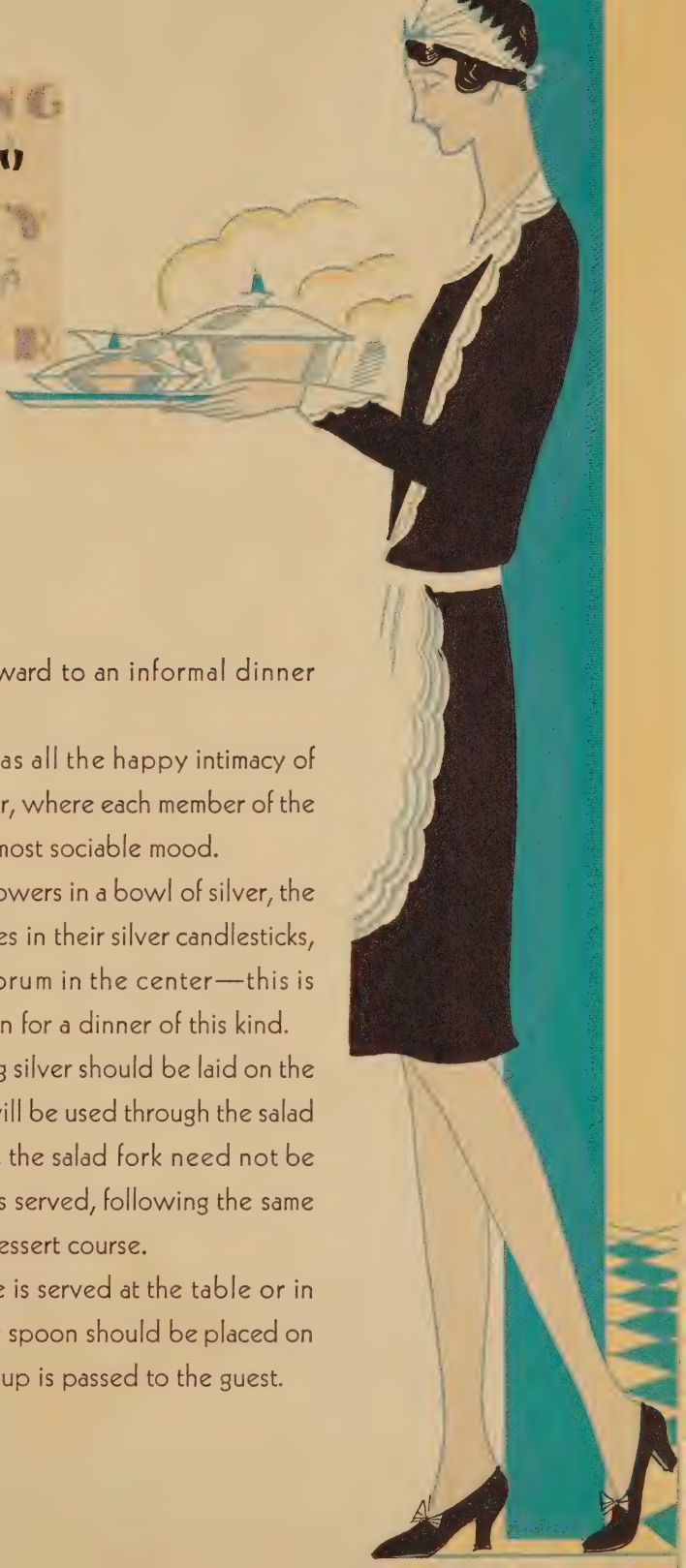
An afternoon of auction or contract does do something to the appetite. There isn't any question about it!

So some modern hostesses fortify the players in advance by turning the party into a bridge luncheon.

If it is a more informal occasion, however, with the refreshments following the afternoon of play, it is a simple matter to cover the card tables with gay linen or lace squares and set them with dainty glass or sterling silver dishes of salted nuts and bonbons.

Bouillon spoons, salad forks, dessert and coffee spoons are then passed as required.

SERVING A PARTY DINNER



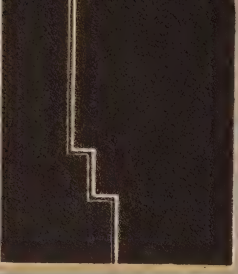
Every body looks forward to an informal dinner party.

Such an occasion has all the happy intimacy of a congenial family affair, where each member of the family is in his or her most sociable mood.

A centerpiece of flowers in a bowl of silver, the friendly light of candles in their silver candlesticks, or one large candelabrum in the center—this is ample table decoration for a dinner of this kind.

Just enough sterling silver should be laid on the table at its setting as will be used through the salad course. Or, if desired, the salad fork need not be laid until that course is served, following the same procedure as in the dessert course.

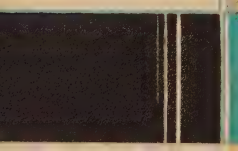
Whether the coffee is served at the table or in the drawing room, the spoon should be placed on the saucer when the cup is passed to the guest.

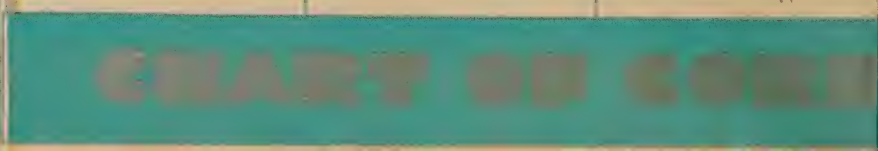


breakfast

LUNCHEON

	breakfast	LUNCHEON	AFTERNOON TEA
TABLE SILVER INDIVIDUAL	Orange Spoons or Fruit Knives Dessert Size Knives and Forks Butter Spreaders Dessert Size Spoons Tea Spoons Child's Set: Fork, Knife, Spoon and Pusher	Bouillon Spoons Dessert Size Knives and Forks Butter Spreaders Individual Salad Forks Dessert Size Spoons Coffee Spoons	Five o'Clock Tea Spoons or Iced Tea Spoons
FOR SERVING	Berry Spoon Sugar Sifter Preserve Spoon Egg Server	Cold Meat Fork Table Spoons Salad Fork and Spoon Olive Fork and Spoon	Sugar Tongs or Sugar Spoon Lemon Fork Ice Spoon
SILVER SERVING DISHES	Child's Porringer, Plate and Cup Syrup and Plate Muffin Tray Toast Tray	Bouillon Cups Salad Plates Parfait Cups with Spoons Utility Set: Chop Dish, Bowl and Cover Salad Bowl or Compotier Mayonnaise Bowl with Ladle Serving Plates, Serving Tray	Iced Tea Tumblers Tea Set and Waiter Tea Strainer and Strainer Drip or Tea Ball Sandwich Trays Cake Basket
SILVER Decorative Pieces	Napkin Rings Clasps or Clips Bowl for Fruit Peppers and Salts	Coasters Flower Vase Candlesticks Candy Compotier Peppers and Salts	Flower Vase Candlesticks Bon Bon Dishes Tea Bell
China	Breakfast Plates Bread and Butter Plates Cereal Dishes Egg Cups Coffee Cups and Saucers Platter Covered Dishes	Service Plates Luncheon Plates Bread and Butter Plates Dessert Plates	Tea Plates Tea Cups and Saucers or Combination of Tea Cup and Plate
Glassware	Grapefruit Dishes Tumblers Finger Bowls Jam Jar with Silver Cover	Tumblers Finger Bowls	Tea Caddy with Silver Cover and Spoon Jam Jar with Silver Cover
LINEN	White Cloth with Colored Border Napkins to match, or Colored Cloth Napkins to match, or Natural Linen Cloth Napkins to match, or Linen Place Doilies, usually oblong Napkins to match Doilies for Finger Bowls	Luncheon Cloth or Doily Set Napkins to match, medium size Doilies for Finger Bowls Doilies for Serving Plates and Serving Tray	Tea Cloth Napkins in white or in delicate colors, small size





FORMAL DINNER

BUFFET & SUPPER

informal dinner	FORMAL DINNER		BUFFET & SUPPER
Soup Spoons Dinner Knives and Forks Individual Salad Forks Butter Spreaders Dessert Size Forks and Spoons Tea Spoons	Oyster Forks Soup Spoons Fish Forks Dessert Size Knives and Forks Dinner Knives and Forks Individual Salad Forks Ice Cream Forks Fruit Knives After Dinner Coffee Spoons	Cucumber Server Table Spoons Tomato Server Vegetable Fork and Spoon Asparagus Server Jelly Knife or Spoon Cheese Server	Bouillon Spoons Dessert Size Forks Ice Cream Forks Individual Salad Forks After Dinner Coffee Spoons
Carving Sets: Meat, Steak or Duck Duck Shears Table Spoons Bread Knife, saw blade Butter Knife Salad Set: Fork and Spoon Sugar Spoon Cream Ladle Pie Server or Cake Server Nut Cracker			Table Spoons Cold Meat Fork Vegetable Fork and Spoon Ice Cream Server Cake Server Sugar Tongs
Meat Platter Gravy Boat and Ladle Vegetable Dishes Salad Bowl Mayonnaise Bowl with Ladle Bread Tray Sugar Bowl Cream Pitcher	Service Plates Goblets Sherbert Cups After Dinner Coffee Cups and Saucers Entree Dishes Meat Platter Gravy Boat and Ladle Vegetable Dishes Salad Plates Dessert Plates	Salad Platter Mayonnaise Bowl with Ladle Ice Cream Platter Cracker and Cheese Dish Coffee Set and Waiter Serving Plates for bread sticks, dinner sandwiches, crackers and cake Serving Trays	Bouillon Cups Utility Set: Chop Dish, Bowl and Cover Meat Platter Salad Platter Mayonnaise Bowl with Ladle Ice Cream Platter Coffee Set and Waiter Serving Plates Sandwich Trays Cake Basket
Candlesticks Flower Vase Peppers and Salts Water Pitcher	Almond Dishes Flower Centerpiece Bon Bon Dishes	Candlesticks Peppers and Salts Water Pitcher	Flower Centerpiece Almond Dishes Bon Bon Dishes Candlesticks Water Pitcher
Soup Plates Dinner Plates Bread and Butter Plates	Oyster Plates Fish Plates Entree Plates	Dinner Plates Cheese Plates	Luncheon Plates Dessert Plates Cups and Saucers
Tumblers Salad Plates	Soup Plates Fruit Plates	Finger Bowls	Tumblers
White Damask Cloth Napkins to match, medium size	Dinner Cloth of Damask or Lace Dinner Napkins, large size	Doilies for Serving Plates and Serving Trays Doilies for Finger Bowls	White Damask Cloth Napkins to match, medium size

SET TABLE SETTINGS

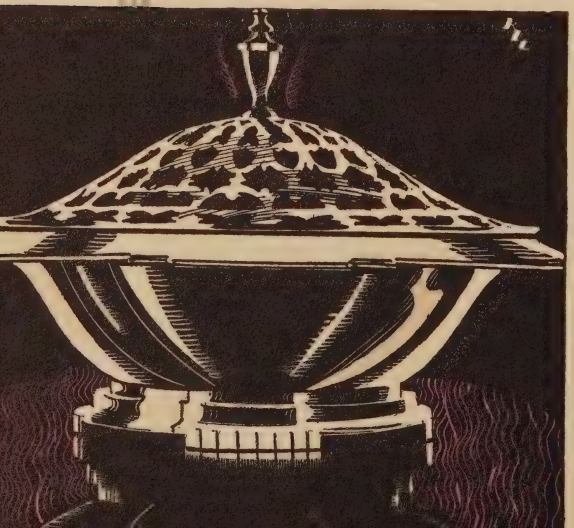
Silverware in the American Home

Today, as never before, silverware has come into its own in the American home.

Where once the silver was kept hidden away in careful seclusion, to be brought out only on festive occasions, it now has its place on the family table every day in the week, and at every meal.

This is directly in line with the raising of the standards in home-decoration which has taken place throughout the entire country in the past few years. All those who have anything to do with the making of articles which go into American homes are well aware that modern women are demanding a higher quality and more artistic design in furniture, draperies, china, silver and all other accessories.

For the taste of the woman of today is intelligent, educated, discriminating. She knows what is desired, and what is correct, and she is satisfied with nothing else. That is why she is making greater use than ever of silver.



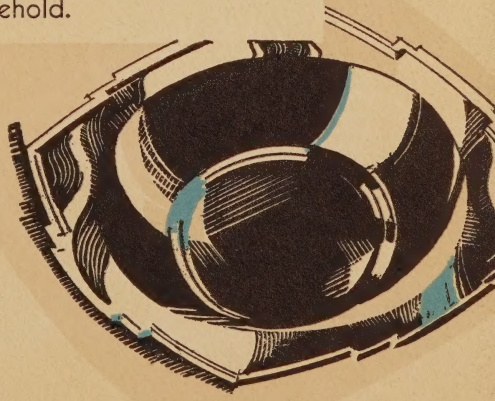
And in the designs of modern silverware, women find that satisfaction and keen aesthetic pleasure which their taste demands.

Whether it be in the bedroom, where silver toilet articles gleam on the dressing table, or in the dining room, with silver candlesticks adding the final touch of grace and charm to the shining setting of flat silver, modern art and craftsmanship have brought beauty to all.

For a long time women kept their lovely silver for special occasions because they feared damage and tarnish from daily use.

Now they know, however, that the daily bath in hot water and soap suds, followed by a brisk, quick rub with a polishing cloth, preserves the gleam of silver.

So, for all these reasons—because it is beautiful in design, because it is practical for everyday use, and because it makes a contribution all its own to the artistic harmony of the home—sterling silver has become indispensable in the modern household.



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STERLING SILVER

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